GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:607
ANSWERED ON:26.07.2001
COMPETITION IN WORLD MARKET FOR HANDLOOM SECTOR
SUBODH MOHITE

Will the Minister of TEXTILES be pleased to state:

(a) whether Government have drawn any strategy to meet the competition in World market for Handloom sector in relation to phasing out of multi-fibre agreement;

(b) if so, the details thereof;

(c) whether the export of cotton handloom fabric has declined during 2000-2001 in comparison to 1999-2000;

(d) if so, the reasons therefor; and

(e) the remedial measures taken in this regard?

Answer

MINISTER OF STATE FOR TEXTILES (SHRI V DHANANJAYA KUMAR)

(a & b) Yes, Sir. The National Textile Policy 2000 aims to strengthen & encourage the handloom industry to produce value added items, assist the industry to forge joint ventures, and to promote and develop the exclusiveness of handloom products to secure global markets. Emphasis is being given, inter-alia, on increasing exports through promotional efforts, publicity, market studies, exchange of designers/weavers etc. Efforts are being made to enlarge the base and increase interaction with the existing and emerging markets and improve the quality of the product through design support, better processing & dyeing, packaging etc.

(c & d) Yes, Sir. The main reasons for decrease in the export of Cotton Handloom Fabric are low unit value realisation and fall in demand for certain specific products in the international market.

(e) The remedial measures being taken to improve export, inter-alia, are as under:

(i) Participation in International fairs/exhibition and Buyer-Seller Meets by International agencies/ITPO and EPCs.

(ii) Inviting the foreign delegation/buyers to interact with the manufacturers/exporters to understand the infrastructural facilities available at the manufacturing end.

(iii) Frequent seminars and interaction with the exporters to educate them about quality, design, information technology and scope in new markets.

(iv) Dissemination of information through Website about colour trend, design etc.

(v) Development of exportable varieties by converting traditional handloom items.